The Master Plan

# Summary

This is my plan for my life- the businesses I plan to run, where I want to live, etc. I want to live my life on the principle: Short Term Plans and long-term goals. I never want to really plan anything more than a year out and preferably much shorter, but there are things that I want to achieve long term.

# Long Term Goals

Here is a list of my long-term goals. Some are grandiose, some may not be achieved in my life time. I am going to start working toward them. The caveat being that I must be opportunistic – I have to recognize and seize moments that can get me closer to my goals.

## Reform Nigeria Politics

Nigerian politics are a cesspool of corruption and incompetence. I would like that to change.

## Reform Nigerian Economy

Despite a relatively large population of well-educated young adults, the Nigerian economy is backwater. Reforming Nigerian politics would help with this.

## Become Mayor of Dallas

Dallas - despite sometimes being overshadowed in the popular imagination sometimes by the hipper, weirder State Capital - Austin is one of the premier cities in the world and the crown jewel of the North Texas, Southern Oklahoma, Louisiana, New Mexico region. Dallas has a rich recent history, marquee sports teams, and a thriving economy. The challenge that I see Dallas facing, is how does Dallas avoid becoming a second New York or San Francisco, just in Texas? That is to say, how does Dallas remain an effective home for the people who grow up there as opposed to just being a destination for wealthier people to move in and take over. How does Dallas provide education, protect jobs, and services for the people in the city who need them as opposed to the people outside the city who are wealthy and just want to enjoy the best the city has to offer without taking care of the people who built the city to become what is now and what it will become tomorrow?

## Make Generational Wealth

I would like to provide a legacy for not just my son and daughter, but my Nigerian family, my brothers and sister, and their children. I would like the Edokpayi legacy to be one of education, travel, and sport. I would like to maintain a family home in Dallas, potentially one in Nigeria, as well as vacation properties. I would like to maintain the properties in Colorado. (The house in Colorado Springs on 3705 Indian Pipe Cir as well as the house on 1303 Main St in Grand Junction.) These homes are a bet on the long term growth of Colorado.

## Work for Myself/Start My Own Businesses

I want to be in control of my own destiny, manage my own time and answer to as few people as possible while having the freedom to live where I want to and travel when I like.

# Short Term Plans

## Grow the Date Night Club

### Build a Sales Funnel

Utilizing Sumo.com plugin configure an e-book give away that leads to a mailing list sign up. Follow up the mailing list sign up with an invite to the Wine Tour.

## Sell 17 tickets to The Date Night Clubs first Event

Utilize the funnel and continue outreach to various local resources to build traffic and interest.

## Grow Witch Doctor Virtual Solutions

Compile E-book for giveaway and potentially package in source code to build sales funnel.

### Value Propositions

#### Small Business Package

Office 365

Training

PowerApps

$1680 flat fee.

#### Corp to Corp Consulting

$95/HR 3 months on site

$85/HR 3 months remote

$115/HR short term (variable length) on site

$105/HR short term (variable length) remote

#### Intranet Development Projects

$4,400 flat fee for a week sprint. Will resize sprint if budgeting warrants it.

## Grow International Bench Press Day

Talk to Semaj about e-book give away

## Grow The Ball is Not Round

Recruit football experts to write e-book

Potential topics:

* Single Wing playbook
* Helmet safety

## Grow WhoIsIdaho

Compile E-book from already written chapters.

## Provide for my family

I have to be able to pay the mortgage.